

We design radical innovation

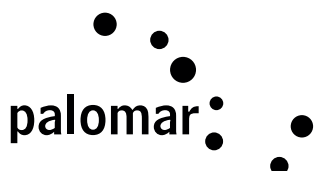
**Milan Design Week
17-22 April 2018
Fuori Salone / Brera Design District**

**Palomar event in Corso Garibaldi 99,
on the corner with Via Moscova**

**Palomar is an Italian company based in Florence
founded in 2001 by Fabio Palchetti and Cristina
Cencetti. It develops a collection of nomadic objects
which are radically innovative for the meaning
they aspire to bring to everyday life.**

Palomar participates in the Fuori Salone of Milan Design Week 2018 with a mobile structure placed in the heart of the Brera Design District which is named **We Design Radical Innovation.**

Palomar invites visitors to enter this space dedicated to innovation and to interact with the objects that are on exhibit. Every project represents a counter-melody to the digital technology mainstream, a challenge to prove that new analogic objects may coexist with digital technology and enrich our experience with a more human, ironic and attractive dimension.



Among the new products presented is the **Crumpled City Map** dedicated to the world Design Districts, here portraying the **Brera Design District**, offering the visitor an unconventional high design orientation tool.

The project of these analogic maps – light, waterproof and indestructible – has been celebrated by Dezeen, in the Dezeen Book of Ideas, as one of the 100 most revolutionary design inventions of recent years.

An innovative project because it reinvents a physical map in a contemporary way in the days of Google Maps.

The new collection of the **City Icons** – a contemporary souvenir presented here for the first time – bets on a type of souvenir often relegated to the dubious territories of kitsch. Black architectures – symbolic and mysterious – enclosed in a boule de neige. An innovative project that rethinks one of the most classical souvenirs and reinterprets it with a strong authorial imprint.

The urban landscape – a recurring element in Palomar's history – becomes travel sculpture, table architecture, metaphysical furnishing. An object with a traditional outer shell and a contemporary core that thrills and enchants the visitor. On the occasion of **Milan Design Week 2018** Palomar created a **special edition of the City Icons** which is dedicated to the temple of design in the city: the **Triennale of Milan!**

Nomadic par excellence, the **Magnetic Bike Family**, a family of multi - award-winning magnetic bike objects - **Lucetta** magnetic bike lights won the Compasso D'Oro 2016 - is now completed by **Lochness**, the multishape bike lock, that visitors will be able to test on several bikes

in the Palomar space. A project in the process of being patented, coherent with the sophisticated simplicity that characterises all Palomar's design projects.

And then MUSIC! With **The Monkey** radio speaker, the newly appointed Winner at the German Design Award 2018.

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